

WINE INDUSTRY
TECHNOLOGY
SYMPOSIUM

The image shows the interior of a Tesla Model 3. The steering wheel is on the left, featuring the Tesla logo. The center console is dominated by a large, vertical touchscreen. The screen displays a navigation map on the right side, showing a route through a hilly landscape. On the left side of the screen, there are controls for the car's systems, including a charging status indicator at the top that says "Charging Complete" and "315 mi". Below that, there's a section for "MODEL 3" with an "OPEN" button and a car icon. At the bottom of the screen, there's a music player interface showing the song "Unraveling" by Violent & Monica Martin. The background outside the car shows a scenic view of rolling hills under a clear sky.

How Data Can Improve Your Sales and Marketing Strategy



Clearer Direction





Republic National Distributing Company and Young's Market Company Announce Expanded Partnership

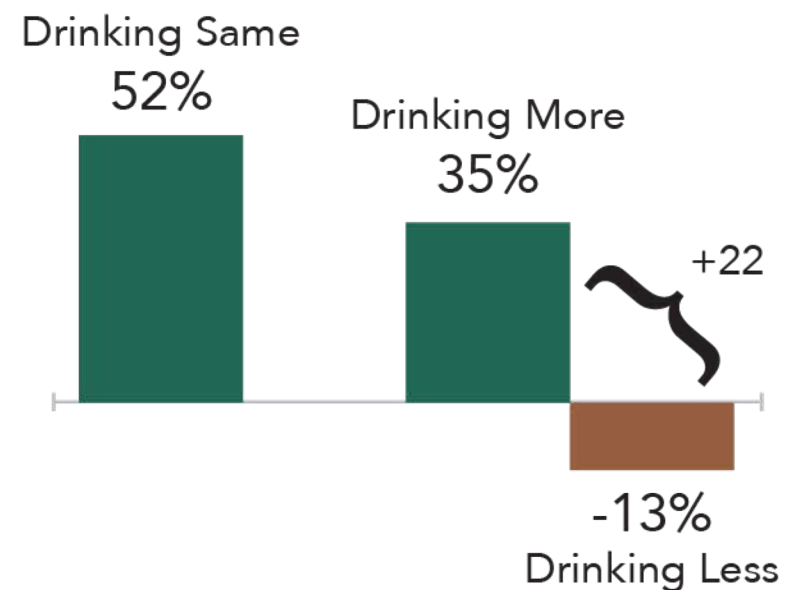




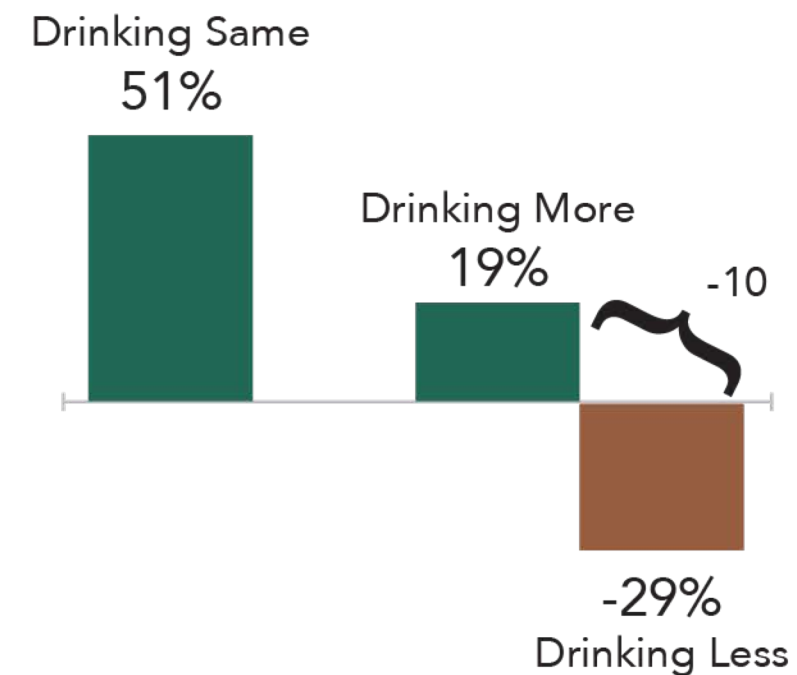
Change in Wine Consumption vs. a Couple of Years Ago

(Total wine drinkers by consumption frequency*)

High Frequency Wine Drinkers

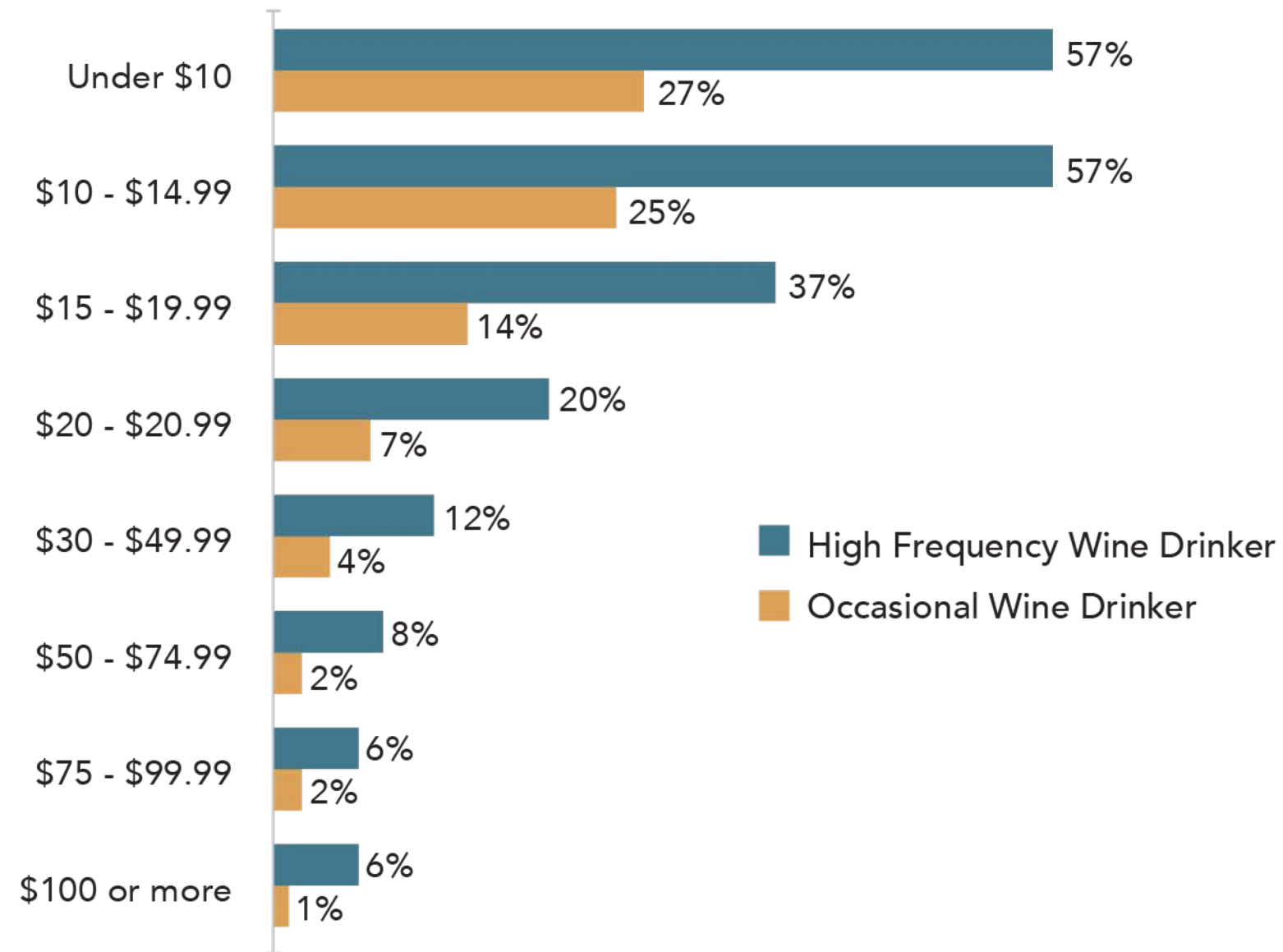


Occasional Wine Drinkers*



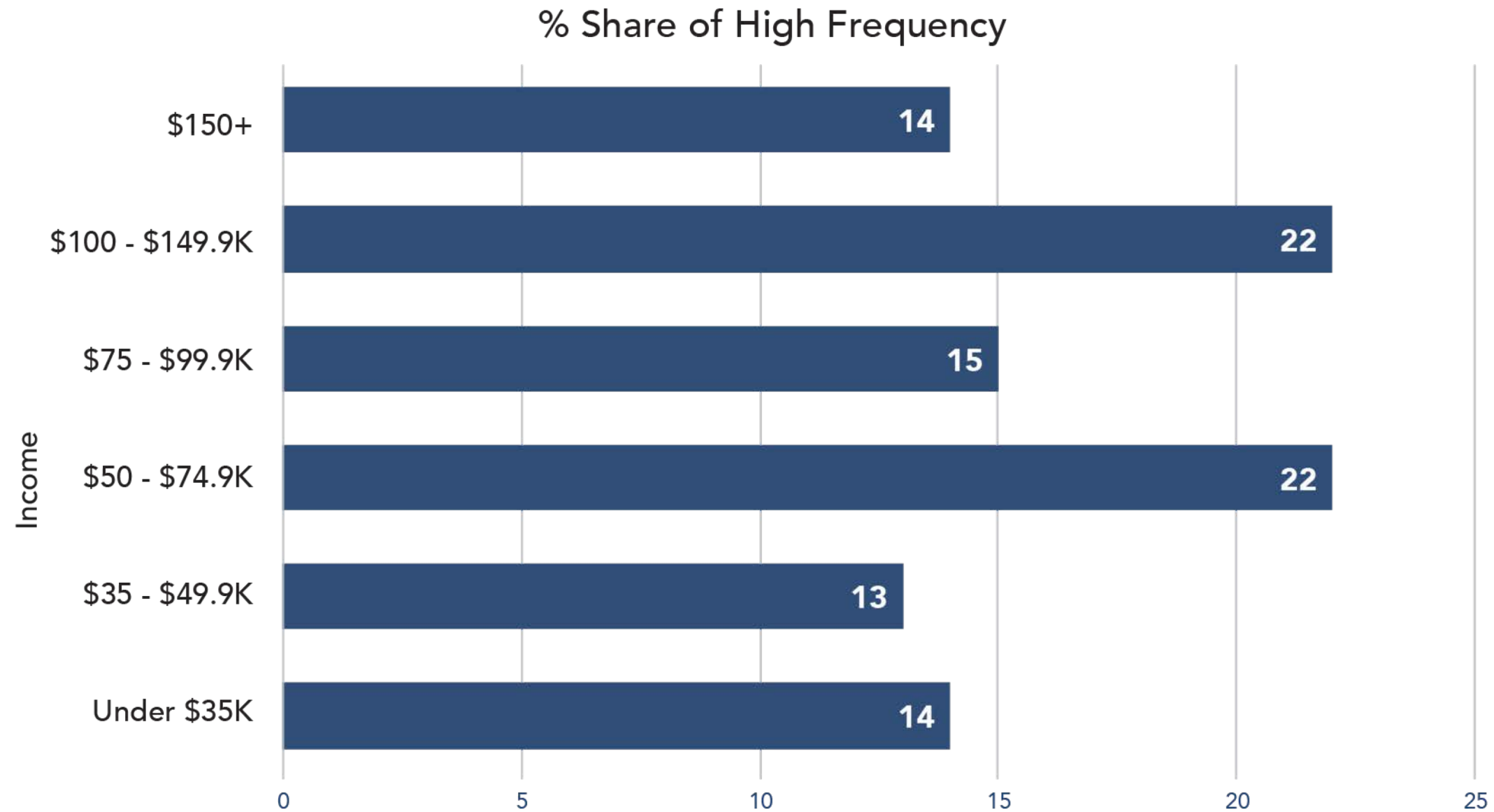
*Does not add to 100% due to rounding
Source: Enolytics

And They Really Like Premium Wines



Source: Enoyltics

And They Have Disposable Income

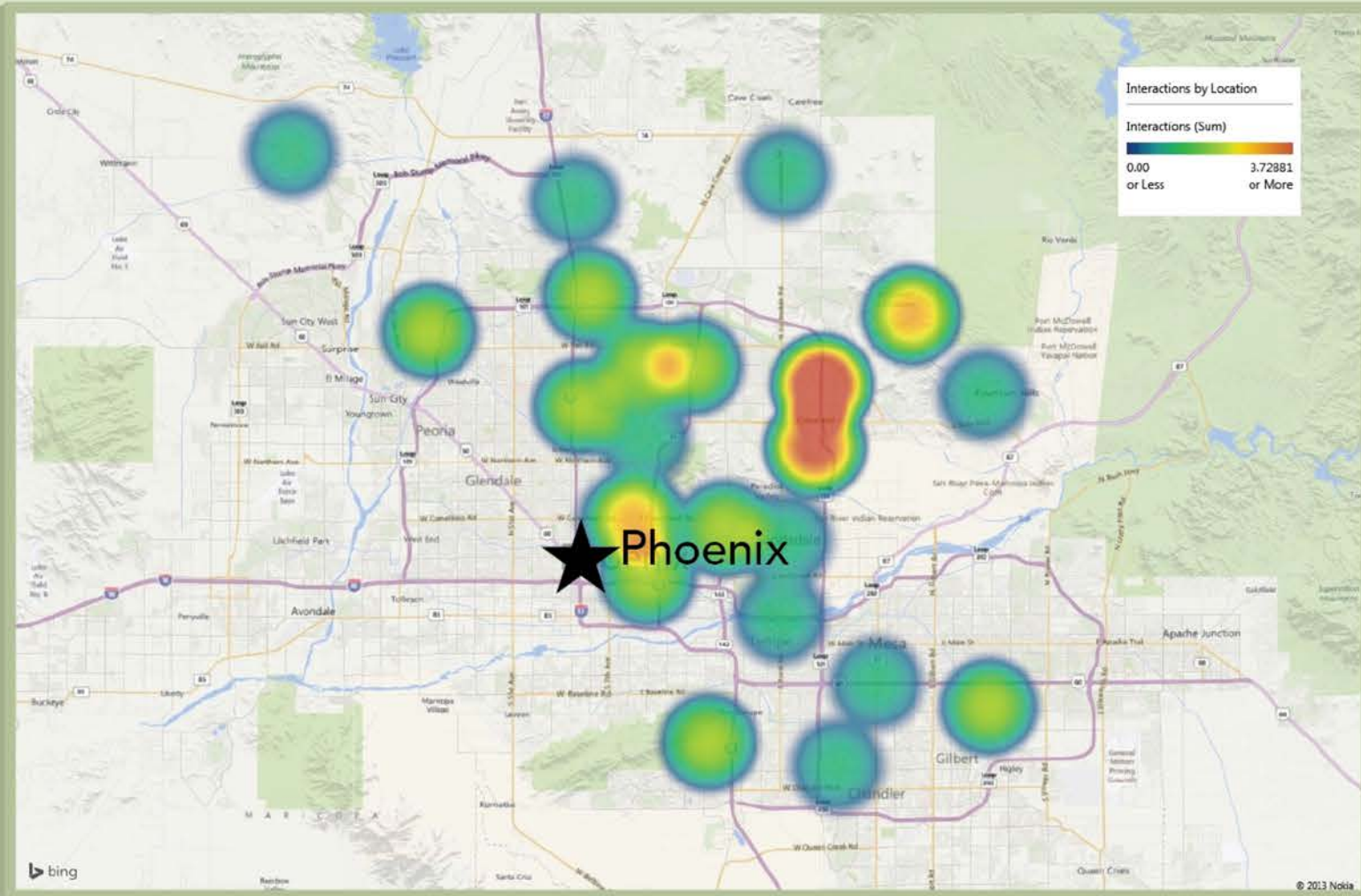
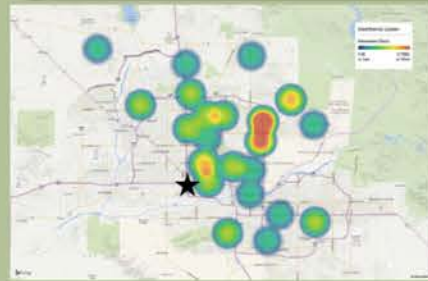


Source: Enoyltics



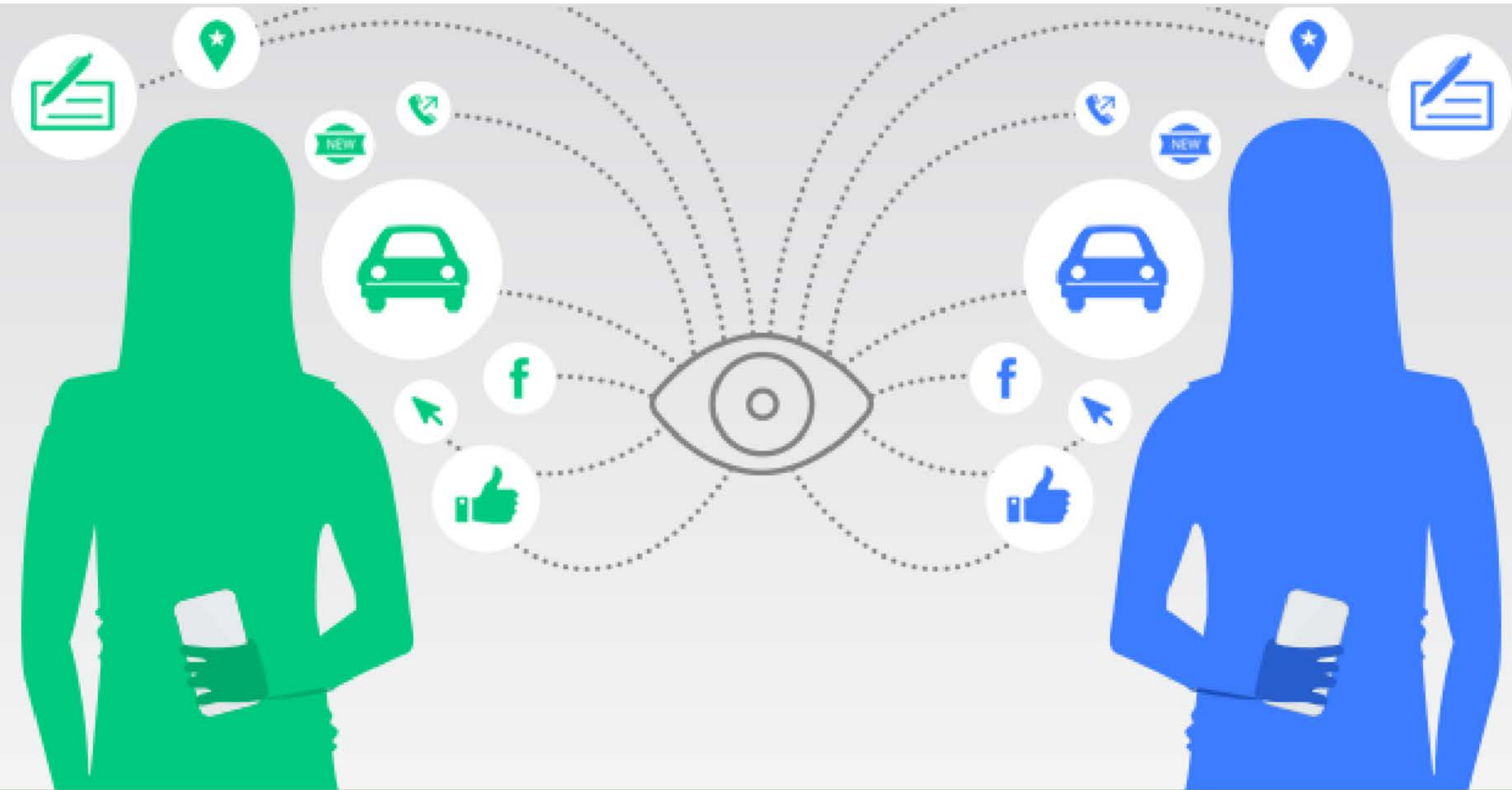
Your Customers & Prospects

Finding Your Customers

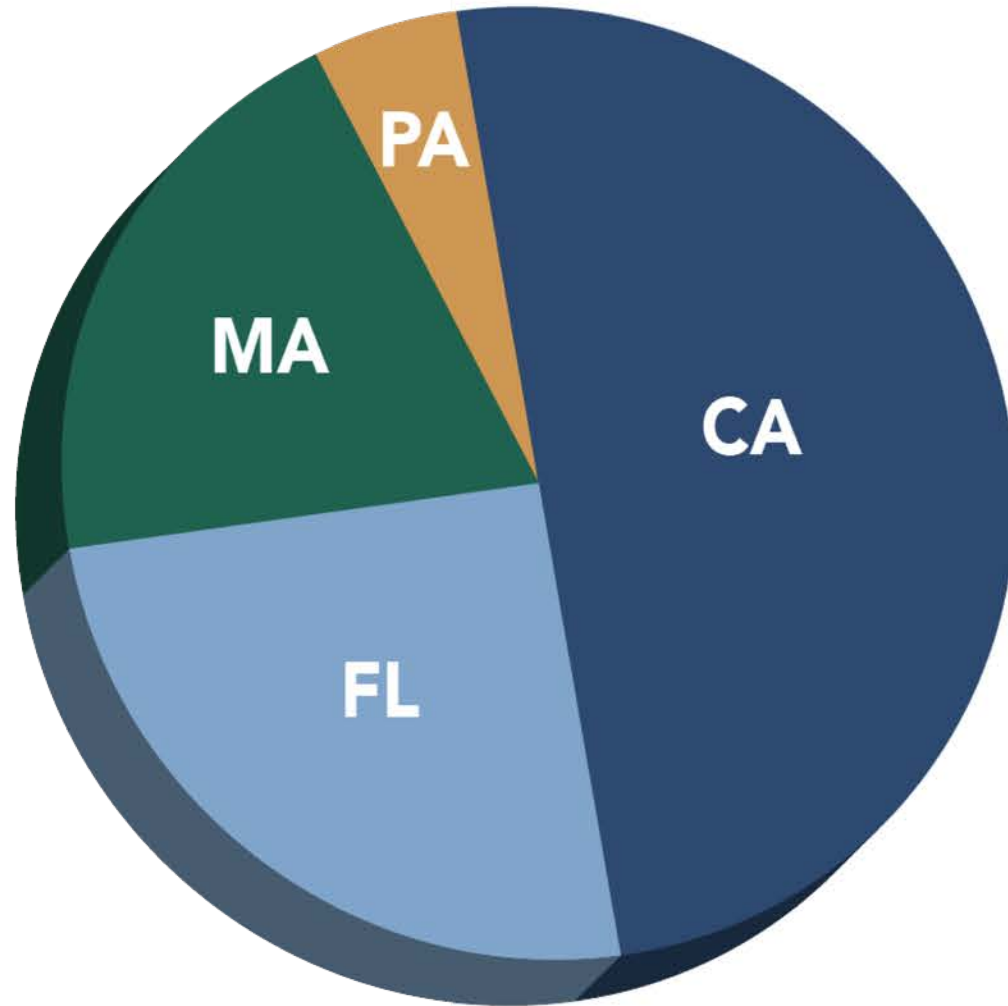


- DATA EXAMPLE -

Look-Alike Campaigns



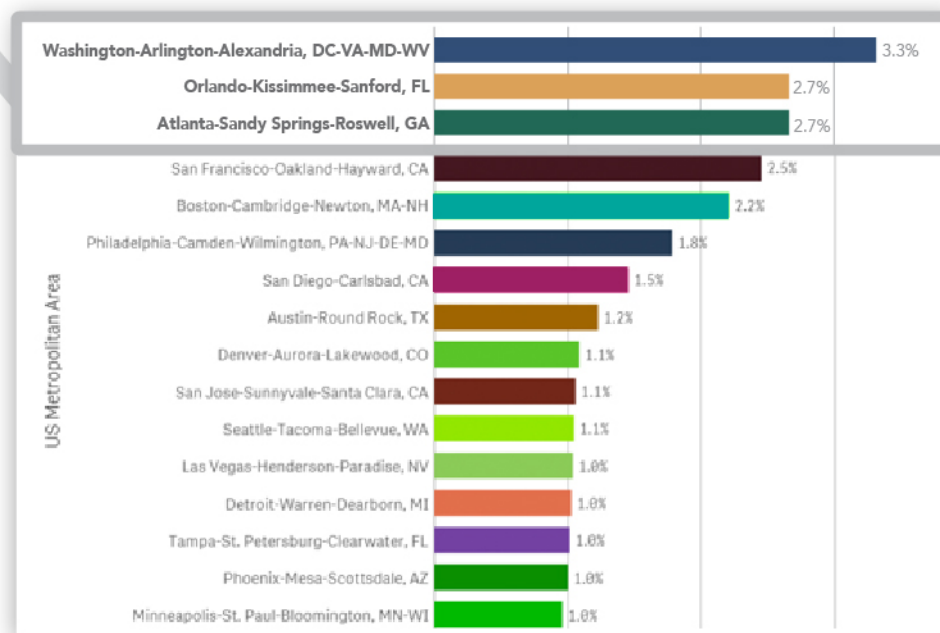
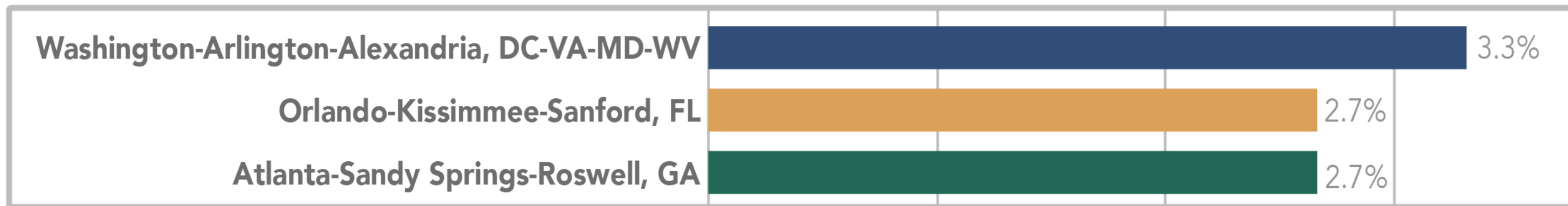
Late Harvest Sauvignon Blanc - Top States



- DATA EXAMPLE -
- Source: Enolytics



Late Harvest Sauvignon Blanc - Top States



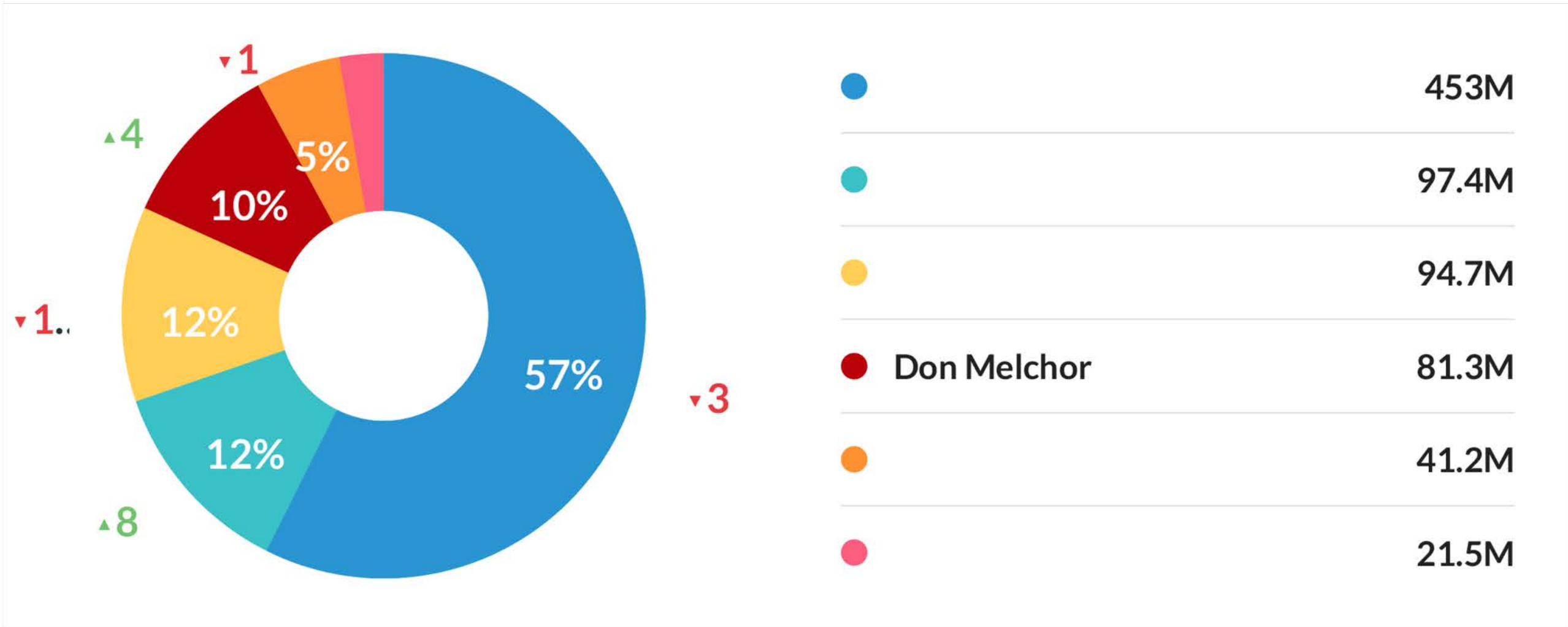
- DATA EXAMPLE –
- Source: Enolytics



The Competitive Landscape



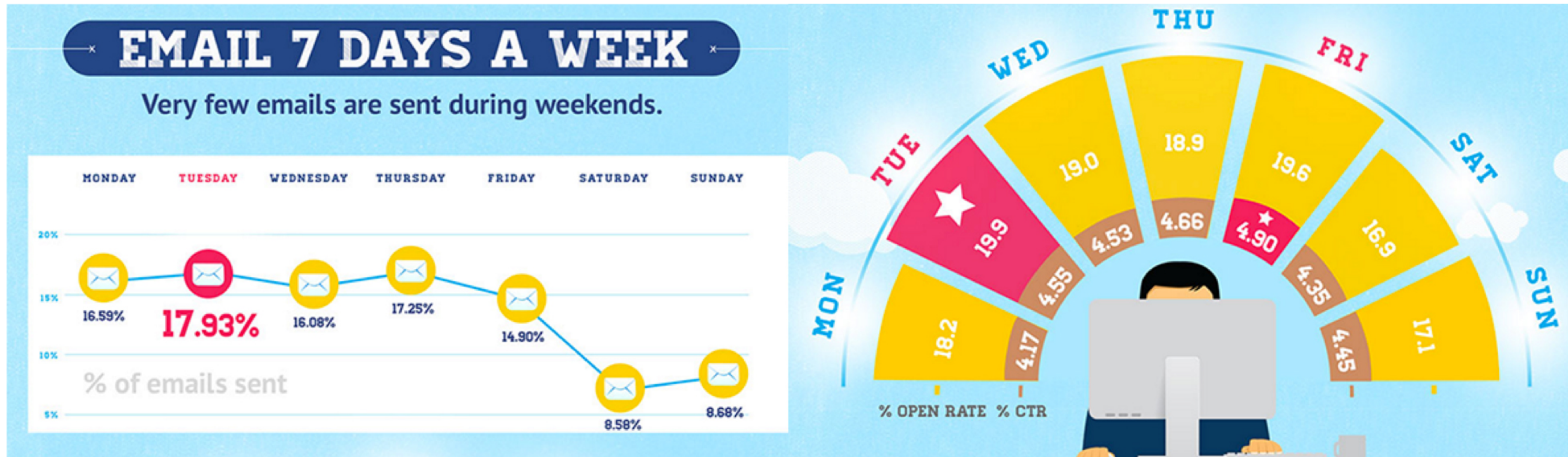
Competitive Share of Voice





Trends & Benchmarks

Email: Time Is of the Essence



Source: M., Fernandez, The Best Time to Send Emails (Here's What Studies Show), Optimonster

10 retail trends to watch in 2019

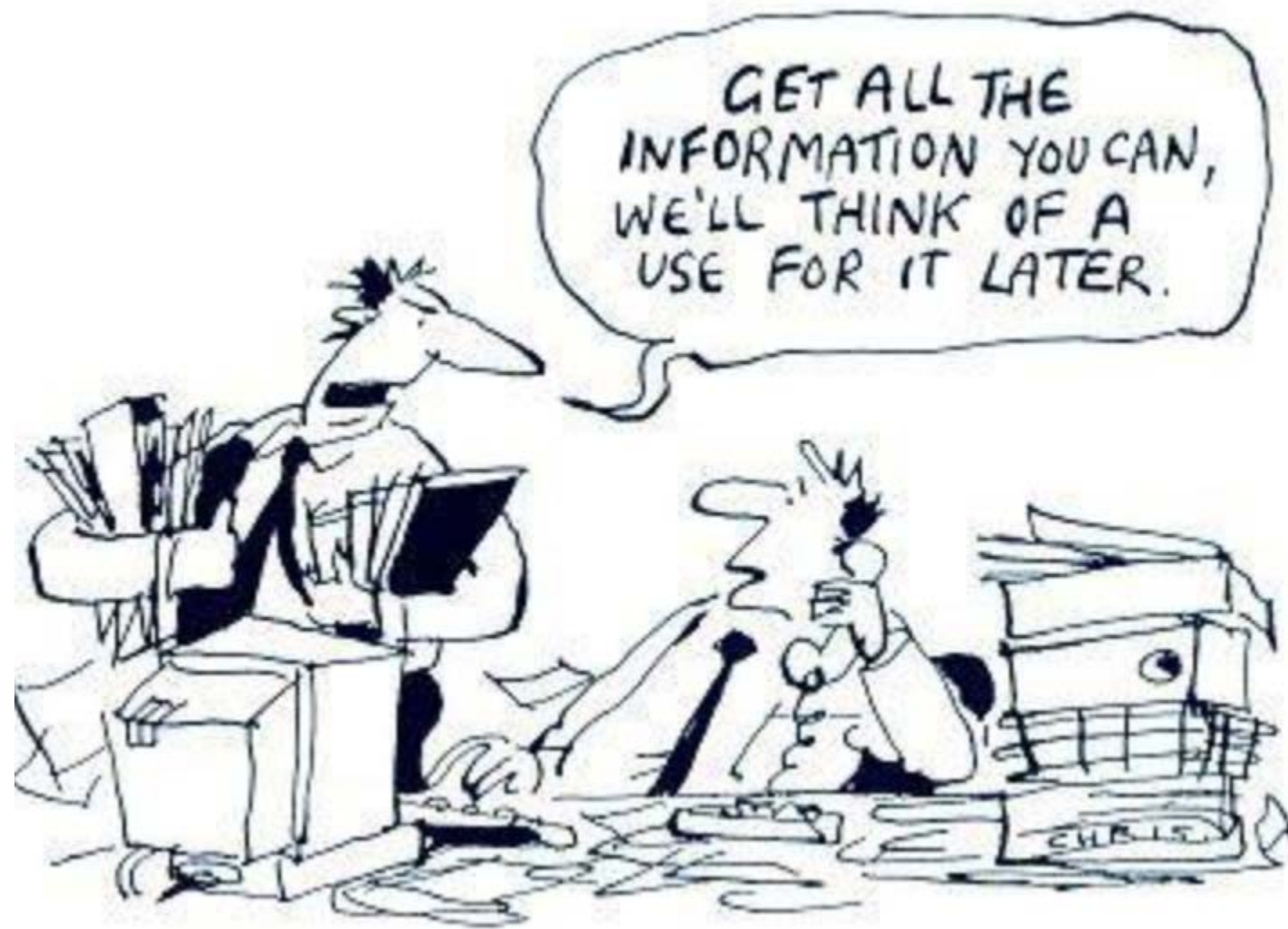
From store concept advancements to an e-commerce reckoning, the Retail Dive team takes on predictions for the year ahead.



Credit: RawPixel via Unsplash

D. Howland, C. Ruff, C. Salpini, K. Vembar, C. Jansen, 10 retail trends to watch in 2019, Retaildive.com







ENOLYTICS

WISE
ACADEMY

Wine Industry Sales Education

nielsen
.....

statista 

Deloitte.



IRi
Growth delivered.



Thank You!
Stephanie Peachey

FETZER VINEYARDS®

ESTD. IN 1968